

REMARKS

In the Office Action, original Claims 1-7 were all rejected under 35 USC 103(a). More particularly, Claims 1-2 and 5-6 were rejected as being unpatentable over *Bugno et al.* (U.S. Patent 6,140,993), in view of *Michmerhuizen* (U.S. Patent 6,047,237); Claims 3 and 4 were rejected as being unpatentable over *Bugno et al.* (U.S. Patent 6,140,993), in view of *Michmerhuizen* (U.S. Patent 6,047,237) as applied to Claims 1-2 and 5-6, in further view of *Lindberg* (U.S. Patent 5,339,529); and Claim 7 was were rejected as being unpatentable over *Bugno et al.* (U.S. Patent 6,140,993), in view of *Michmerhuizen* (U.S. Patent 6,047,237) as applied to Claims 1-2 and 5-6, in further view of *Aoki et al.* (U.S. Patent 6,504,262).

The three compass patents relied upon by the Examiner, namely, *Bugno et al.*, *Michmerhuizen*, and *Lindberg*, all are directed to originally installed equipment. Applicants' invention on the other hand is directed to an aftermarket accessory that, while emulating features of a factory installed original piece of equipment, has inherently different design parameters, and structure for accomplishing them. Such differences are even more significant in an aftermarket accessory intended for self installation by a consumer with little knowledge of the workings of a vehicle, particularly its electrical system. Applicants are amending Claim 1 as indicated above to more particularly and distinctly Claim the digital display compass as such an aftermarket accessory.

For example, while *Bugno et al.* may have a magnetic field sensor (32), it is not a direction sensor module, but is part of the original equipment mirror assembly, and is not attached directly to the inside of the vehicle windshield. Instead, the *Bugno et al.* magnetic field sensor (32)“ is mounted in bracket housing 22”, which pivotally mounts the mirror housing 12, and in turn is mounted on the vehicle's windshield. Similarly, while *Bugno et al.* may have a circuit board (16), it is an integral part of the original equipment mirror assembly, and is not an electronic housing attached directly to the back side of the rear view mirror, on the back side of the rear view mirror. Again, while *Bugno et al.* may have a display (40), it is an assembled part of the original equipment mirror assembly, and is not a digital display portion attached directly to the front side of the rear view mirror, on the front side of the rear view mirror. All of these distinctions

are significant in that they provide for and make possible the aftermarket accessory of the invention as opposed to a built in original equipment compass.

Furthermore, and as an another example of different design parameters between original equipment, which may be readily wired to a vehicle's electrical power, and an aftermarket accessory intended for consumer installation, while the Examiner recognizes that *Bugno et al.* does not disclose the electronic housing containing a battery power source, the Examiner then relies on *Michmerhuizen* for its power source module that is connected to the vehicles ignition power line for supplying power. This is not the same as a self-contained battery carried by the electric housing. The self-contained battery is also more particularly and distinctly claimed by the underlined added language in the amendment to Claim 1. Moreover, *Michmerhuizen* is deficient for the same reason as *Bugno et al.*, in that it does not attach directly to the rearview mirror, but is, as admitted by the Examiner only "near the rearview mirror."

Claim 6 is amended simply to insert -- the -- before "digital display portion".

Particularly as amended, Claim 1 and its dependent Claims 2-7, patentably define over the prior art. It is respectfully submitted that this Application is now in condition for allowance, and such early favorable action is respectfully requested.

Should anything further be required, a telephone call to the undersigned, at (312) 456-8400, is respectfully invited.

Respectfully submitted,
GREENBERG TRAURIG, LLP

Dated: 2/15/05



John S. Pacocha



IN RE
APPLICATION OF: Ohm et al.

CASE: 57525.010109

RESPONSE TO OFFICE
ACTION

SERIAL NO: 10/775,750

FILED ON: February 9, 2004

FOR: DIGITAL DISPLAY COMPASS

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

ATTENTION OF:
Examiner: G. Yaritza

CERTIFICATE OF MAILING

I certify that this Response To Office Action is being deposited with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to:

Mail Stop Amendment
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2/15/05



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